

## ADVERTISEMENT SELECTION CRITERIA DEBUGGING PROCESS

### Abstract of the Disclosure

- 5           Advertisements placed on a Web page are placed according to selection  
criteria relating to and describing the advertisement in terms of consumers to whom it  
is directed. The debugging process and system overlays the selection criteria on the  
advertisement to allow manual debugging of the criteria. By changing the selection  
criteria assigned to an advertisement, a marketing person manually changes to whom  
10   that advertisement is directed.

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